



# GEORGIA COTTON COMMISSION

May 16, 2001

C/O Whitney Rick  
Chief, Research & Promotion Staff  
Cotton Program, Agricultural Marketing Service  
USDA, Stop 0224  
1400 Independence Avenue, SW  
Washington, DC 20250-0244

Dear Mrs. Rick,

It is with great pride and gratitude that I submit the Georgia Cotton Commission's comments to you and your staff, in full support of our nation's Cotton Research & Promotion Program conducted by Cotton Incorporated and funded through the Cotton Board.

The long list of accomplishments credited to this program has been the main impetus behind cotton's current robust market share. Through consumer-directed promotions and aggressive research, this program remains the shining example that other commodity programs attempt to emulate.

Some agricultural commodity programs are rife with member dissension and internal conflicts. The Cotton Research & Promotion Program remains cohesive in its following and focused on its goals. Because of this program, and Cotton Incorporated's long list of achievements, the state of Georgia and its cotton industry are stronger. Our producers have benefited from the technological advances, which enhances our competitive position in the world market place.

Imagine, if you will, that you owned a retail business. If seven out of ten consumers recognized your product just by the logo, you would surely be a success. Such is the case with Cotton Incorporated's highly recognized Seal of Cotton. It embodies consumer trust and confidence. It's positive impact on cotton apparel and cotton product sales is simply immeasurable.

The Cotton Research and Promotion Program continues to benefit the textile industry through improved spinning technology developments and numerous activities. Cotton Incorporated's consumer-directed promotions have increased per capita consumption to its highest level ever - 32 pounds per person annually.

Our producers do not feel that a referendum is necessary. The cost of conducting a referendum would take valuable funds away from more pressing research and promotions activities that benefit our industry.

Thank you for the opportunity to forward these comments to you. Rest assured that the state of Georgia and its entire cotton industry look forward to many years of continued reliance on this program and the countless successes it has, and will in the future, contribute to the U.S. cotton industry.

Sincerely,

Louie Perry  
Chairman

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